SWAMI RAMANAND TEERTH MARATWADA UNIVERSITY, NANDED MAHARASHTRA STATE

Synopsis

For Ph.D. Admission

in

COMMERCE

"A STUDY ON CUSTOMER PERCEPTION TOWARDS LIFE INSURANCE PRODUCTS IN WANAPARTHY DISTRICT AND NANDED DISTRICT"

Submitted by

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Customer Perception towards Life Insurance Products in Wanaparthy District and Nanded District

1. INTRODUCTION

Everyone is exposed to various risks. Future is very uncertain, but there is a way to protect one's family and make one's children's future safe. Life Insurance companies help us to ensure that our family's future is not just secure but also prosperous. This study enables the Life Insurance Companies to understand how consumer's perception differs from person to person. How a consumer selects, organizes and interprets the service quality and the product quality of different Life Insurance Policies, offered by various Life Insurance Companies.

"Life Insurance is a contract for payment of a sum of money to the person assured on the happening of the event insured against". Usually, the insurance contract provides for the payment of an amount on the date of maturity or at specified dates at periodic intervals or at unfortunate death if it occurs earlier. Obviously, there is a price to be paid for this benefit. Among other things the contracts also provide for the payment of premiums, by the assured. Life Insurance is universally acknowledged as a tool to eliminate risk, substitute certainty for uncertainty and ensure timely aid for the family in the unfortunate event of the death of the breadwinner. In other words, it is the civilized world's partial solution to the problems caused by death. Life insurance helps in two ways dealing with premature death, which leaves dependent families to fend for themselves and old age without visible means of support.

REVIEW OF LITERATURE:

A number of research studies have been undertaken in India by many researchers, organisations on various demographic, behavioural and economic aspects of consumers to understand demand for life. These earlier research findings provide a window to the various factors and determinants that drive the demand for life insurance. The following studies were referred to for this study:

Aggarwal et al., (2005)[1], in their study have explained and done analysis regarding location and channels used to provide services to customers. Place in which service is delivered conjointly plays a very important role. Traditionally, insurance service suppliers are attending to the client through their direct merchandising agents.

G. T. Sharma (2010)[2], have reaffirmed the need to adapt Western research techniques for assessing service quality attributes to the sense of Indian life insurance.

Sandhu & Bala (2011)[3], in their research analyzed customers' perception towards life insurance and They also investigated the relationship between each identified factors and customer evaluation for service quality. The findings revealed that Proficiency, Physical & ethical excellence and Functionality were the significant factors which make impact on the overall service quality of Life Insurance.

Charanjit Kaur Banga (2017)[4], in his research findings noted the actual perception of the customers is that traditional channels never lag behind compare to modern channels for buying insurance products. Still, Modern channels have the great impact on customers buying behaviour. But future depends on how well these new channels are able to overcome challenges thrown on them.

Dr.T.Unnamalai (2018)[5] has anlalysed in his research about Life Insurance Corporation of India competes other plays in the market very aggressively with their human resource of agents because the police holders are having more faith with agents.

Dr. T. UNNAMALAI1 , V. RAJINIKANTH2(2021)[6] in their the study shows that the general public sector LIC dominates the Indian insurance industry. In today's dynamic environment, customer loyalty has become a critical factor in retaining customers through enticing offerings and top-notch facilities.

E.Jagan Nayak1, Dr.Vimal Sukumar(2021)[7], in their study shows that the major insurance players should be focused more on concentrating hassle free insured amount disbursement after the risk occur, this will increase the trust among the customers who would like to insure.

NEED FOR THE STUDY

The review of literature revealed few studies on the select topic and various researchers have done empirical studies and brought out the results. Deeper the company understands of consumer's needs and perceptions. In the earlier the product is introduced ahead of competition, which was greater the expected contribution margin. Hence, the study is very important. Consumer markets and consumer buying behavior can be understood before sound product and marketing plans are developed.

Also, from the review of literature it is noticed that no studies have been undertaken in Wanaparthy area of Telangana state. Hence, this study will help companies to customize the service and product, as per the needs of the consumer. It will also help the companies to understand the experience and expectations of the existing Customers. Apart from creating, manufacturing and distribution capabilities of life insurance products, an in-depth study of the consumers, their preferences and demand for their products will be necessary for setting up an efficient marketing network.

OBJECTIVES OF THE STUDY:

This Study will help us to understand the consumers' perception about life insurance policies. And also, it helps the companies to understand, how a consumer selects, organizes and interprets the quality of service and product offered by Life Insurance Companies. The following are the main objectives of the study:

1. To know the attributes that prospective buyers point to life insurance policies.
2. To have an insight into the attitudes and behaviors of customers.
3. To understand Consumers Preferences while selecting the insurance policies.
4. To know the degree of satisfaction of the Consumers with their current brand of Insurance Products
5. To examine the post purchase behaviour of the consumers after selecting the life insurance policies

SCOPE OF THE STUDY:

This study is limited to the consumers within the limit of Wanaparthy District of Telangana State and Nanded District of Maharashtra State. The study will be able to reveal the preferences, needs, perceptions of the customers regarding the life insurance products. It also helps the Insurance Companies to know whether the existing products are really satisfying the customers' needs.

RESEARCH METHODOLOGY:

A research design is a basic plan which guides the researcher in the collection and analysis of data required for practicing the research. In fact, the research design is the conceptual structure in which the research is conducted. It constitutes the 'Blue Print' for the collection, measurement and analysis of the data. The study is carried out to understand the Consumer Perception about life insurance policies in Wanaparthy District of Telangana State and Nanded District of Maharashtra State. For this study the researcher will uses exploratory research design.

SAMPLE DESIGN:

The process of drawing a sample from a large population is called sampling. Population refers to the total of items about which information is defined. Well selected samples may reflect fair and accurately the characteristics of the population.

Sampling Unit:

The sample unit of this survey will be, the customers who possess life insurance policies in Wanaparthy District, Telangana State and Nanded District of Maharashtra State.

Sample Size:

The sample size will be 500 customers of different life insurance companies from various parts of the Wanaparthy District and Nanded District of Maharashtra State.

Sampling Technique Adopted: Simple Random sampling

Source of data

After identifying and defining the research problem and determining specific information required to solve the problem the researcher will look for the type and sources of data which may yield the desired results, while deciding about the method of data collection to be used for the study, there are two types of data. They are as follows

Primary Data:

The Primary data would be collected by administering a questionnaire.

Secondary Data:

Secondary data means data that are already available i.e., they refer to the data which have been collected and analyzed by someone and can save both money and time of the researcher. Secondary data may be available in the form of company records, trade publications, libraries etc. Secondary data sources are as follows: Company Reports, Daily Newspapers, Standard Textbook, Various Websites.

DATA ANALYSIS TOOLS:

In this research the data analysis tools, percentages, tests and graphs will be used. The various attributes analyzed separately and the importance to each was calculated on the basis of the percentage will be done. The rank having the maximum percentage was taken to be preferred importance to the particular attribute. After looking at each attribute separately, all the attributes will be considered together to develop a map on the most preferred rank for all the attributes.

HYPOTHESIS:

Hypothesis will be tested in each chapter to test various dimensions of Consumer Behaviour as below:

H01: There is no significance difference in Attributes while selecting insurance between rural and urban customers.

H02: There is no significance difference in Attributes and behaviours of consumers while selecting insurance between rural and urban customers.

Ho3: There is no significance difference in consumer preferences while selecting the insurance policies between rural and urban customers.

H04: There is no significance difference in satisfaction of the consumers in current brand of insurance products between rural and urban customers.

H05: There is no significance difference in post purchase behaviour of the consumers after selecting the life insurance policies between rural and urban customers.

SCHEME OF THE CHAPTERISATION:

The study would be presented in the following chapters tentatively:

Chapter 1: Introduction

This chapter talks about the importance of life insurance policies and consumer perception of life insurance policies. Statement of the problem, Scope of the study, Objectives of the study,

Chapter 2: Attributes while selecting Insurance

This chapter deals with the attributes that prospective buyers point to life insurance policies. The data collected would be analyzed and the results thereof would be interpreted.

Chapter 3: Attitudes and Behaviors of Consumers

This chapter deals with the insight into the attitudes and behaviors of customers life insurance policies. The data collected on various dimensions would be analyzed and the results thereof would be interpreted.

Chapter 4: Consumers Preferences while selecting the insurance policies

This chapter deals with the Consumers Preferences exercised while selecting the insurance policies. The data on various preferences would be collected and analyzed and the results would be presented.

Chapter 5: Satisfaction of the Consumers in current brand of Insurance Products

This chapter deals with the satisfaction levels of the Consumers in current brand of Insurance Products. Different dimensions of consumer satisfaction levels would be studied and the data analysis would be followed by results.

Chapter 6: Post purchase behaviour of the consumers after selecting the life insurance policies

This chapter deals with the post purchase behaviour of the consumers after selecting the life insurance policies. Various dimensions on which the consumer treats after making a purchase decision would be studied. The results would be presented.

Chapter 7: Conclusions and Suggestions

This chapter provides the conclusions of the total study at one place. All the results of various chapters would be compiled for concluding at the final stage for writing the overall conclusions of the study. A few suggestions would be provided after arriving at concrete conclusions.

Conclusions of the study: A few suggestions would be provided after arriving at concretw conclusions.

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